

The Agony Of Pen And Paper Route Planning



Route4Me

eBook
Series

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The Problem With Pen And Paper Route Planning

There's more to route planning than figuring out which roads your drivers must take to get to your customers.

You also need to account for traffic, weather, construction, customer availability, and other factors.

That can take a long time. If you have dozens of customers and multiple drivers, it can take hours.

Managing Your Resources Is a Zero-Sum Game

Every hour spent planning routes is an hour that could have been spent acquiring new customers, training employees, managing workflows, etc.

That makes manual route planning terrible for your bottom line. It gets in the way of you doing what you need to do to make more money.





Nobody's Perfect

Another problem with planning routes manually is that there's no guarantee the routes you come up with are efficient or accurate.

Route planning is complicated. It's easy to make a mistake when you try to do it by yourself. All it takes is one typo to mess up an entire route, and that would delay your drivers and upset your customers.

But there's no reason to do this by yourself. With route optimization software, you can provide your drivers with routes that are free of errors. They'll have everything they need to show up on time.

Shave Hours Down To Seconds

The beauty of route planning software is that it allows you to save a lot of time, too.

Remember how planning routes manually takes hours? Well, with route optimization software, planning routes only takes 30 seconds. All you need to do is plug in the addresses of your customers, and then you're good to go.



Improve Driver Safety

Route planning software provides your drivers with more efficient routes.

That means your drivers won't need to speed to make it to every stop on time. They'll be able to stay on schedule while staying under the speed limit.





Keep Your Customers Happy And Expand Your Business

Customers hate it when your drivers don't arrive when you said they would.

This is how route planning software helps you expand your business. It allows your drivers to avoid delays and show up on time consistently. That makes your customers happy, and happy customers will naturally recommend your service to their friends and family.

These personal recommendations are much more effective than blatant advertising. It's the absolute most effective way to get new people in the door.

Start Your Free Trial Today

See For Yourself What Route4Me Can Do For Your Bottom Line
No Credit Card Is Needed For This Free 7-Day Trial

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